

Defendant's Exhibit 503

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Andy Warhol

Campbell's Soup Cans
1962

On view

MoMA, Floor 4, 412

The David Geffen Wing

Andy Warhol has 256 works online.

There are 2,411 paintings online.

When asked why he chose to paint Campbell's soup cans, Warhol offered a deadpan reply: "I used to have the same lunch every day, for twenty years, I guess, the same thing over and over again." That daily meal is the subject of this work consisting of thirty-two canvases—one for each of the flavors then sold by Campbell's—using a combination of projection, tracing, painting, and stamping. Repeating the nearly identical image, the canvases at once stress the uniformity and ubiquity of the product's packaging and subvert the idea of painting as a medium of invention and originality.

Gallery label from 2020

Additional text ^

When asked why he chose to paint Campbell's soup cans, Warhol offered a deadpan reply: "I used to have the same lunch every day, for twenty years, I guess, the same thing over and over again." That daily meal is the subject of this work consisting of thirty-two canvases—one for each of the flavors then sold by Campbell's—using a combination of projection, tracing, painting, and stamping. Repeating the nearly identical image, the canvases at once stress the uniformity and ubiquity of the product's packaging and subvert the idea of painting as a medium of invention and originality.

Gallery label from 2019

"I don't think art should be only for the select few," Warhol said. "I think it should be for the mass of the American people." Like other Pop artists, Warhol used images with wide appeal: comic strips, advertisements, photographs of rock-music icons and movie stars, and tabloid news shots. In *Campbell's Soup Cans* he reproduced an object of mass consumption in the most literal sense. When he first exhibited these canvases—there are thirty-two of them, the number of soup varieties Campbell's then sold—each one simultaneously hung

from the wall, like a painting, and stood on a shelf, like groceries in a store. The artist referred to them affectionately as “portraits.”

Warhol made these paintings in a systematic multistep process. First he delineated each can with pencil on canvas. Next he painted the can and label by hand, using a light projector to superimpose the lettering directly onto the canvas, then tracing its form. Repeating the nearly identical image at the same scale, the canvases stress the uniformity and pervasiveness of the Campbell's can, thereby challenging the prevailing idea of painting as a medium of invention and originality distinct from popular culture. The Campbell's label, which had not changed in more than fifty years, was unremarkable and ubiquitous. Warhol later said of Campbell's soup, “I used to drink it. I used to have the same lunch every day, for twenty years, I guess, the same thing over and over again.”

Publication excerpt from *MoMA Highlights: 375 Works from The Museum of Modern Art, New York* (New York: The Museum of Modern Art, 2019)



Audio from the playlist Collection 1940s–1970s

2 minutes



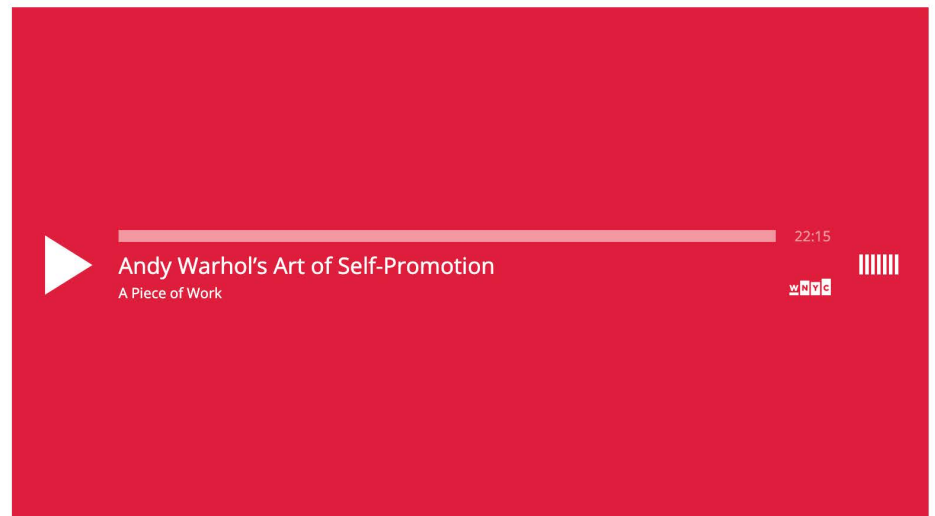
Audio from the playlist Kids

2 minutes



Audio from the playlist Verbal Descriptions

5 minutes



Medium

Acrylic with metallic enamel paint on canvas, 32 panels

Dimensions

Each canvas 20 x 16" (50.8 x 40.6 cm). Overall installation with 3" between each panel is 97" high x 163" wide

Credit

Partial gift of Irving Blum Additional funding provided by Nelson A. Rockefeller Bequest, gift of Mr. and Mrs. William A. M. Burden, Abby Aldrich Rockefeller Fund, gift of Nina and Gordon Bunshaft, acquired through the Lillie P. Bliss Bequest, Philip Johnson Fund, Frances R. Keech Bequest, gift of Mrs. Bliss Parkinson, and Florence B. Wesley Bequest (all by exchange)

Object number
476.1996.1-32

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Department
Painting and Sculpture

Installation views

We have identified these works in the following photos from our exhibition history.



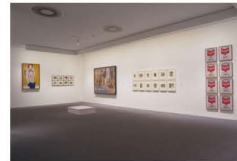
Andy Warhol: A...
Feb 6–May 2, 1989



High and Low: Modern Ar...
Oct 7, 1990–Jan 15, 1991
1 other work identified



High and Low: Modern Ar...
Oct 7, 1990–Jan 15, 1991
2 other works identified



Making Choices
Mar 16–Sep 26, 2000
2 other works identified



Open Ends
Sep 28, 2000–Mar 4, 2001



To Be Looked At: Paintin...
Jul 3, 2002–Sep 6, 2004



To Be Looked At: Paintin...
Jul 3, 2002–Sep 6, 2004
3 other works identified



To Be Looked At: Paintin...
Jul 3, 2002–Sep 6, 2004



To Be Looked At: Paintin...
Jul 3, 2002–Sep 6, 2004
5 other works identified



Painting & Sculpture II
Nov 20, 2004–Aug 5, 2005
2 other works identified



On to Pop
Sep 29, 2010–May 9, 2011



On to Pop
Sep 29, 2010–May 9, 2011
2 other works identified



On to Pop
Sep 29, 2010–May 9, 2011
1 other work identified



On to Pop
Sep 29, 2010–May 9, 2011
2 other works identified



On to Pop
Sep 29, 2010–May 9, 2011
2 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
16 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
3 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
1 other work identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
2 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
1 other work identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015



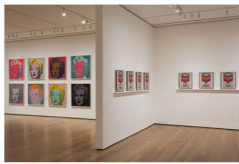
Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015



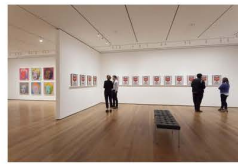
Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
8 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
6 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
6 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
6 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
1 other work identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
5 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
11 other works identified



Andy Warhol: Campbell's...
Apr 25–Oct 18, 2015
2 other works identified



412: From Soup Cans to...
Fall 2019–Fall 2020
10 other works identified



412: Domestic Disruption
Ongoing
6 other works identified



412: Domestic Disruption
Ongoing
2 other works identified



412: Domestic Disruption
Ongoing
4 other works identified

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